

Thesis
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**ANALYSIS OF INFLUENCE THE TOURIST VISIT INTENTION THE 4-
STAR HOTELS BASED ON PLANNED THEORY OF BEHAVIOR AT
BATAM**

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ABSTRACT

The development of the number of tourist visits every year has increased both from local and foreign tourists. Batam City is also one of the tourism industry sectors that plays an active role in Indonesia. This is because Batam City is one of the entrances for local and foreign tourists after Bali and Jakarta. Designing the development of the hotel industry also requires good planning so that it can have a major influence on hospitality operations in the long term as in terms of service. Hotels that provide good services for tourists will affect the return visit of tourists. The decision of tourists to stay and return to visit the hotel through several factors, namely brand, price, environment and leisure (entertainment).

Research related to the interest of tourists coming back to Batam, especially tourists who come to visit Turi Beach Resort, Montigo resort and Radisson Golf & Resort. Data collection using purposive sampling method with a target number of 505 consumers who stay at these 3 4 star hotels. Other data used by researchers is also obtained through the internet such as data on the number of tourist visits in Batam and so on. Researchers also used several journals and book references relating to the variables to be studied such as tourist attitudes, subjective subjective norms, perceived tourist attitude control and interest in returning tourists to the city of Batam.

Based on the results of the test conducted by the author of the relationship of tourist attitudes, subjective subjective norms and control of tourist attitudes towards the interest of returning tourists to the city of Batam has a positive effect. This shows that the average number of tourists visiting is influenced by environmental and social factors.

Keywords: *Tourist Attitude, Subjective Norms, Perceived Behavioural Control, Revisit Intention*